

EXCLUSIVELY IN E&P

Barash Articles Show How an Idea Sells Ads

"Sell an idea and you sell the medium," says Ted Barash, creative director for the Bureau of Advertising, ANPA.

With this single thought in mind, Mr. Barash begins with this issue a series of articles, prepared exclusively for EDITOR & PUBLISHER, on the creative opportunities open to advertisers in the newspaper medium.

The feature (see page opposite), entitled "Creatively Speaking—," will explore and discuss new techniques and the approaches to the most effective results in newspaper space. By so doing, Mr. Barash will cover a wide range of timely topics that should be of interest to advertisers, agency personnel and newspaper advertising staffs. The second article, addressed to ROP color ads, will appear next week in the annual E&P Color Awards Issue.

Since joining the Bureau in 1962, Mr. Barash has designed a creative selling program now considered equal in value to the Bureau's effective research efforts. The marriage of the two programs has provided the newspaper medium with unquestionably the best one-two Sunday punch in the field of conceptual selling.

Last year Mr. Barash initiated a study where a number of agencies' creative groups were invited to prepare futuristic newspaper ads. These no-holds-barred, experimental ads were incorporated into a movie presentation, titled, "Where do you go from here?"

"The reaction to this film was just great," says Mr. Barash, "but even more significant is the fact that this reaction goes far beyond the creative directors to the marketing and media personnel of agencies. This is not too surprising to me because it reflects what I have always thought to be true—that selling advertising is basically an idea business rather than a pure research game."

Prior to joining the Bureau, Mr. Barash for four years was corporate director of promotion for Fawcett Publications Inc. Before that he was sales de-



Ted Barash

velopment manager of the American Broadcasting Company and marketing and merchandising manager of the *American Weekly*. Mr. Barash holds a BS degree from the College of the City of New York and a Masters degree in experimental psychology from Columbia University.

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